



This is the handy carowner's kit that keeps Snap-on Wrenches all together, clean and ready for any emergency. It's a great sales-maker.

"Say, Doc, What Are You Going To Put That New Gasket In With?"

That's what I asked Doc Parker when he bought a new gasket the other day, and I smelled a chance to sell him some real tools.

"Oh, I've got a monkey wrench," says Doc. "Huh! monkey wrench," says I. "I suppose you'd take a cross cut saw to lop off a leg."

I just hauled down a Snap-on from that nifty display board they gave me, an' put it in Doc's hands. 'Twasn't two minutes 'till he knew all about it. He bought the whole set in that slick little handy kit. This morning two neighbors of his came in complainin' that Doc wouldn't lend 'em his kit. Sold 'em easy. If you don't have Snap-on Wrenches in stock, you better send for a dozen sets right now.

MOTOR TOOL SPECIALTY CO.

10 South La Salle St.

Distributors

Chicago, Ill.

Snap-on
INTERCHANGEABLE
Socket Wrenches

Made by the

Snap-On Wrench Company
Milwaukee, Wis.

HOW OLIVER TWIST
SOLD A HALF-DOZEN
SETS OF

Snap-on

INTERCHANGEABLE Socket Wrenches

"When that last carload of tractors was delivered, little Ollie was Johnny-at-the-rathole with a Handy Kit and the whole Snap-On line. All the time I helped these fellows assemble their tractors, I was doing about two bolts to their one. The speed I made sure opened their eyes, and when I got into the tight places with the ratchet and universal joint they just couldn't see anything else.

"All the time I talked about the strain of spring plowing, new machines loosening their bolts on every furrow, almost, and how much time a man could save when he had a handy-kit right on the machine, takin' no room to speak of, but ready for anything that might happen. The same for their cars. Well, I sold a Handy Kit and the full line to every mother's son of 'em—made a tidy piece of money, and got a lot of friends."

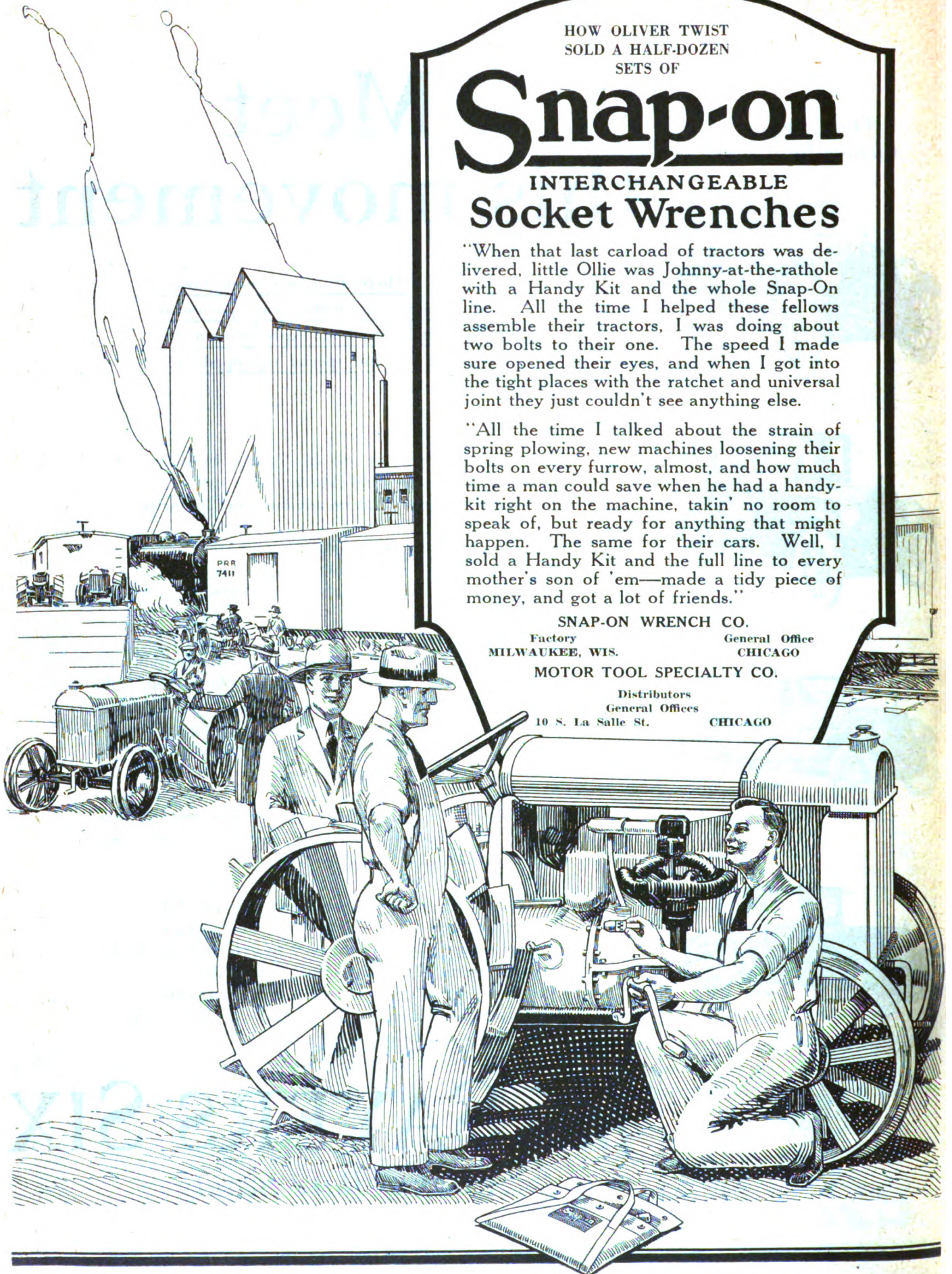
SNAP-ON WRENCH CO.

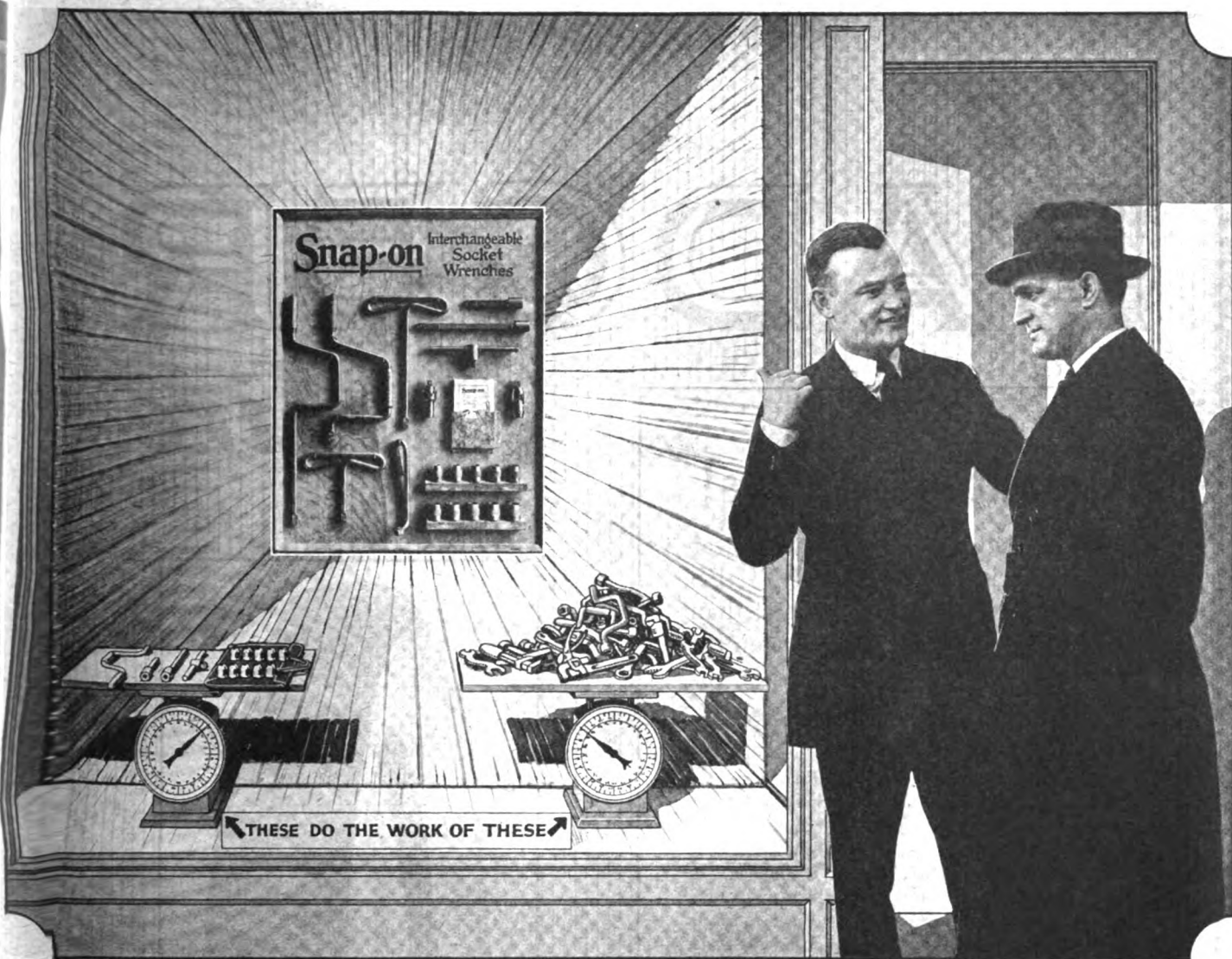
Factory
MILWAUKEE, WIS.

General Office
CHICAGO

MOTOR TOOL SPECIALTY CO.

Distributors
General Offices
10 S. La Salle St. CHICAGO





"How's business, Twist?"

"Fine!"

"What d'ye mean fine? I'm a dealer myself, y'know. How come?"

"Well, I go after business for one thing, and if I find a line that will sell, believe me, I push it."

"Take a look at that window display.—Boy, there's a winner! A Snap-On wrench salesman came around and showed me this line, sold me on the steady demand for it, and helped me doll up that window. He made me feel that one line selling is worth ten on the shelf."

"Now look how it works out. Y'know Jim Lewis? He came in here two weeks ago and bought a handle and ten sockets. (To my certain knowledge) Jim has been back here four times and bought different handles. And get this—each time we sold him wrenches and something else, too. He's sent in three of his friends. Believe me, there's a lot more Jims—that's the answer."

"Put this in your pipe and smoke it—get a good line, and push it lykel."

Snap-on

INTERCHANGEABLE
Socket Wrenches
Motor Tool Speciality Co.

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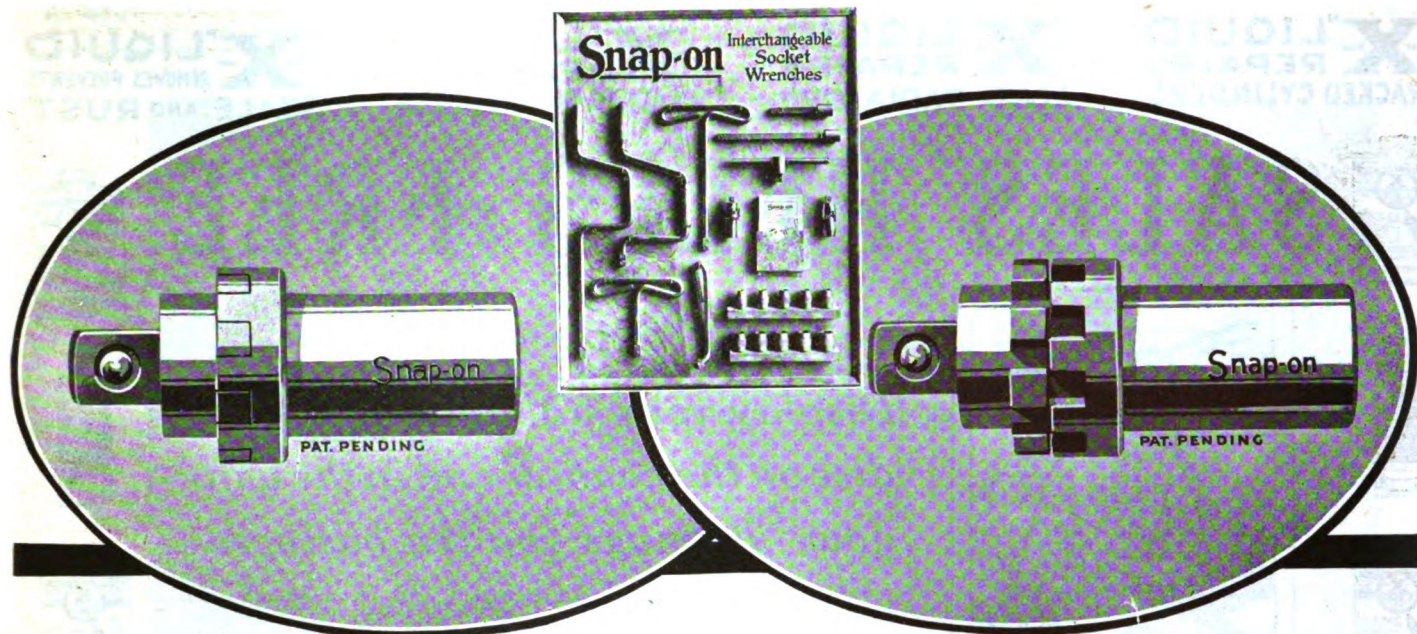
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Made by the

SNAP-ON WRENCH COMPANY

Factory: Milwaukee

General Offices: Chicago



Over 50,000 Mechanics Have Asked "WHEN CAN I GET ONE"

See how the interlocking teeth in the left picture form a solid block of steel, while the Snap-on Ratchet is in operating position. The second pressure is released, the teeth are separated, as shown on the right, by the action of a coil spring. Here is strength combined for the first time with ratchet action. There can be no breaking or slipping with the Snap-on Ratchet. Best of all you don't have to adjust it to reverse.

It has 12 teeth—that means 1-12 of a turn is all the clearance needed. It is a "straight-on" tool. It becomes a part of the handle that's handiest for the job, instead of making you use one unadaptable handle for all jobs where a ratchet is needed.

You cannot get this ratchet in any other line of wrenches.

Tell these things to car owners and mechanics—ask 'em to buy, and they will—leaving a snug profit in your cash register. Send now for illustrated information.

MOTOR TOOL SPECIALTY CO.

Distributors

General Offices

10 S. La Salle Street

Chicago

Made by the

Snap-On Wrench Company

Factory: Milwaukee

General Offices: Chicago

Snap-on

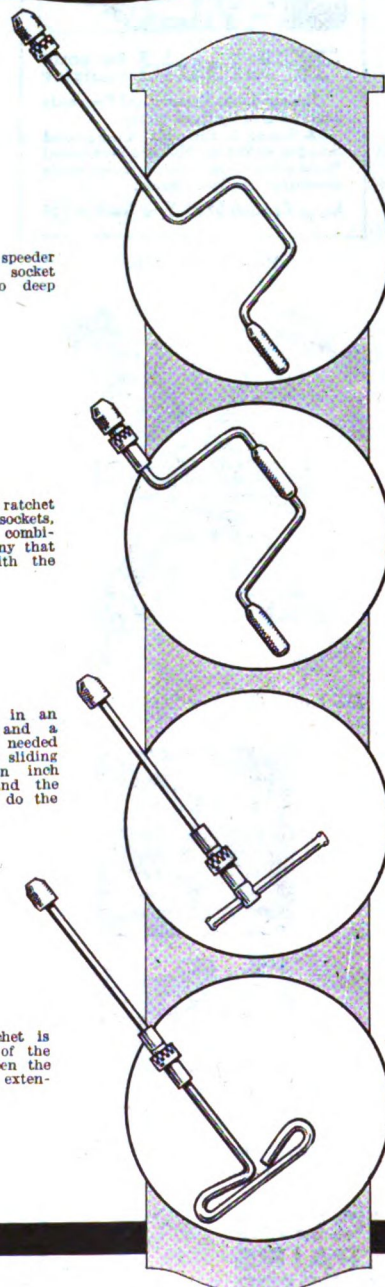
INTERCHANGEABLE
Socket Wrenches

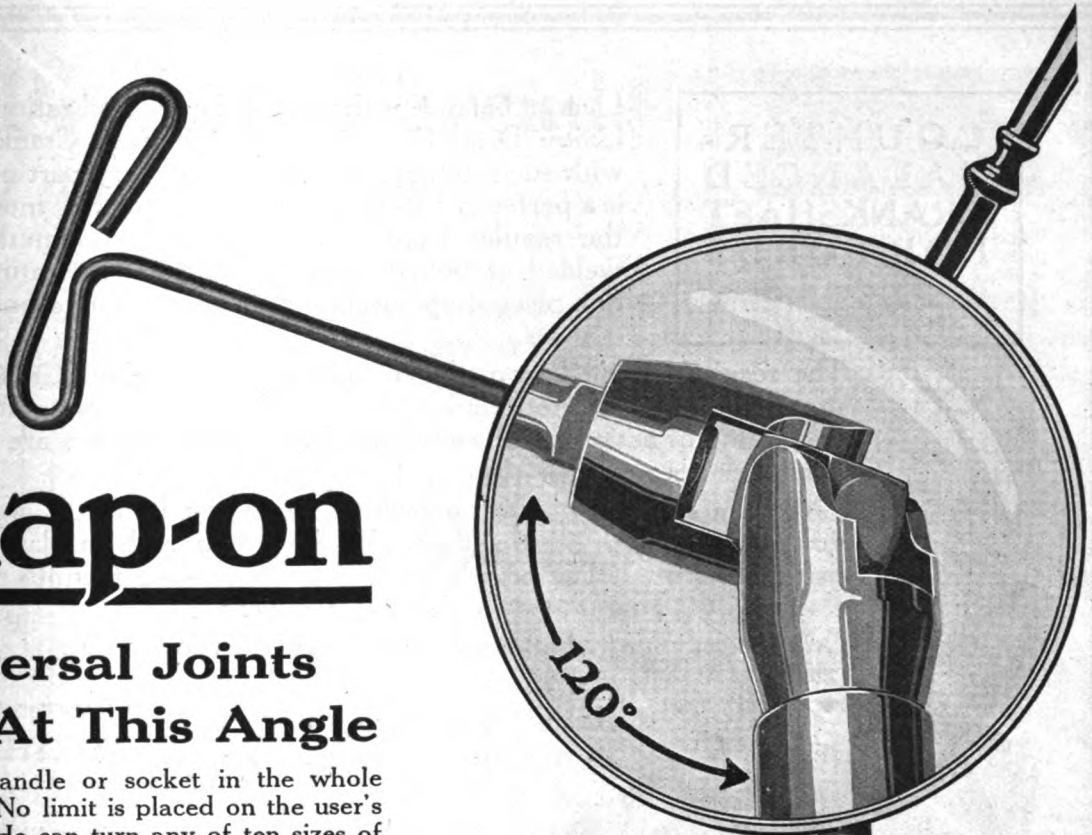
Combination of speeder and ratchet and socket for reaching into deep narrow spaces.

Here is a brace, ratchet and one of ten sockets, a mighty handy combination of the many that can be made with the Snap-on ratchet.

When a nut is in an awkward place and a lot of leverage is needed to tighten it, the sliding Tee, ratchet ten inch extension bar and the right socket will do the business best.

See how the ratchet is an integral part of the whole when between the Tee and ten inch extension and socket.





Snap-on

Universal Joints Work At This Angle

And fit any handle or socket in the whole Snap-on line. No limit is placed on the user's convenience. He can turn any of ten sizes of nuts or cap-screws. He can do it with the handle best fitted to the space he has to work in. And he can work at an angle of 120°, practically "round the corner."

Here is the highest form of adaptability combined with strength. Because the pins are large, the block and forks ground to a sliding fit, the whole made of fine heat-treated tool steel, the Snap-on universal joint increases rather than diminishes the strength of the shaft to which it is attached.

The convenience of this utility can be had only in the Snap-on Universal Joint.

ASK 'EM TO BUY

Tell these things to car-owners and mechanics. They'll buy willingly. Every sale leads to another, for the man with a small assortment of Snap-on Wrenches is always adding to them until he has the full set. Every time he adds one you can sell him some other merchandise.

MOTOR TOOL SPECIALTY CO.

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Made by the

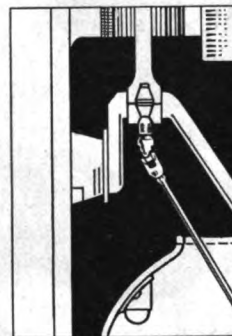
Snap-On Wrench Company

Factory: Milwaukee

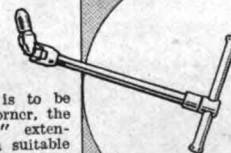
General Offices: Chicago

Snap-on

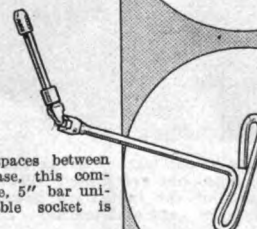
INTERCHANGEABLE
Socket Wrenches



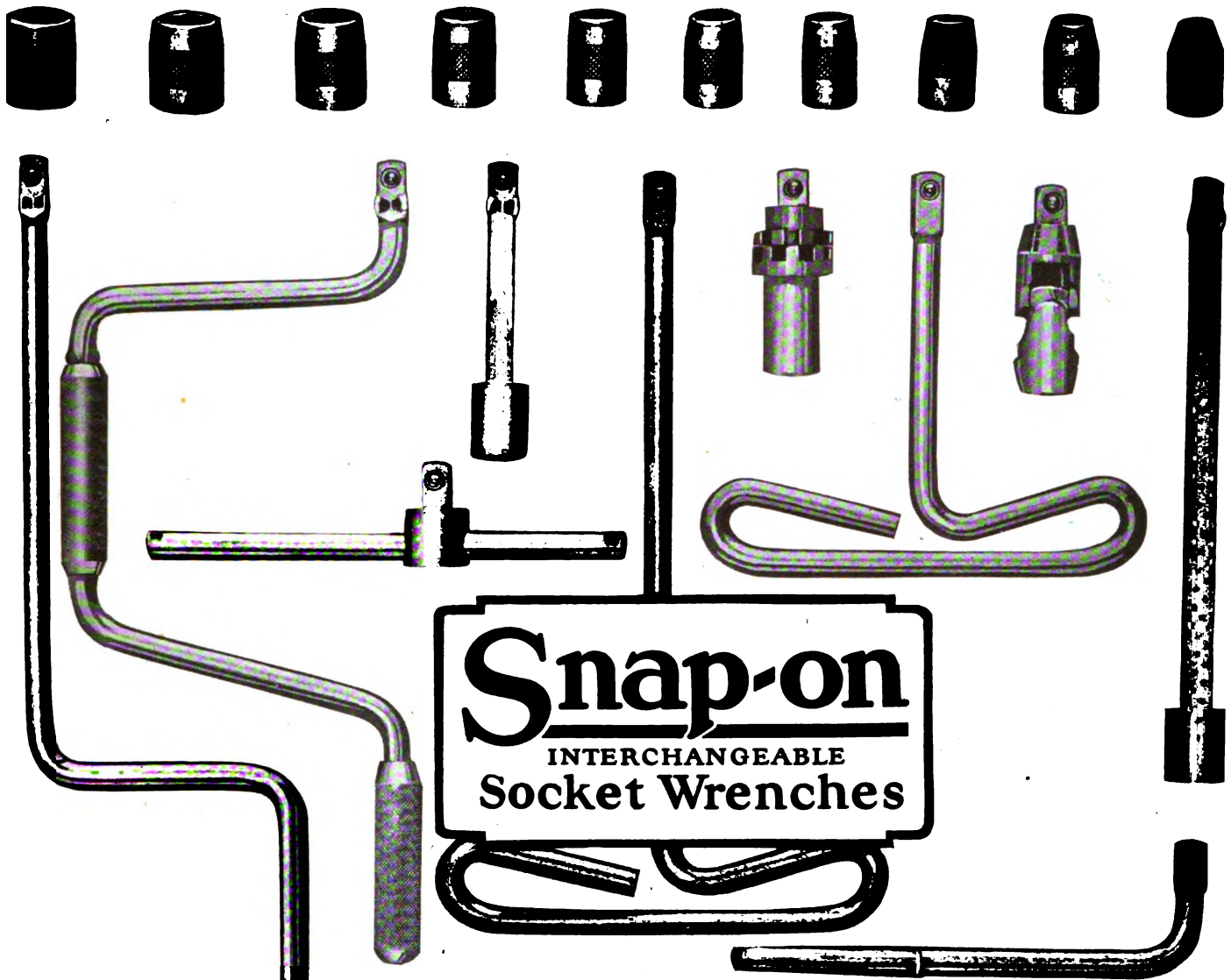
For the meanest place of all, the Ford fourth connecting rod bearing bolts the Snap-on speeder, universal, and 5/8" socket is the unbeatable combination.



Where strong leverage is to be transmitted around a corner, the Snap-on sliding tee, 10" extension and universal with suitable socket is the correct combination.



For the narrow spaces between frame and crankcase, this combination of long tee, 5" bar universal, and suitable socket is what you want.



EVERY HANDLE FITS EVERY SOCKET

Six handles, each with a range of ten sizes—ratchet, universal joint, extension bars—every unit interchangeable to make every combination to meet every service demand. No matter how difficult a nut may be to reach, there's a combination of Snap-on units that will take it off and put it back easily and quickly.

Sell this compact convenience to carowners and mechanics. The owner may undertake any trip free from worry about mechanical trouble. The mechanic can answer a call, or crawl under a cripple without knowing what he must do, yet take with him in small compass, every socket wrench he may need.

Your customers get more wrench efficiency at less money. That stimulates turnover, multiplying your profits. Our sales-plan helps you clear your shelves quickly. Ask about it.

Motor Tool Specialty Co.

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Chicago

Made by

Snap-On Wrench Co.

Factory: Milwaukee

General Offices: Chicago



Every mechanic who sees this display instantly knows that here is a set of wrenches small enough for his kit, yet big enough to do every bit of his work.